

Amended Claims With Mark-ups to Show Changes Made

1. (Twice Amended) An apparatus for transmitting and receiving a message using a caller ID, comprising:

a first communications device having an embedded circuit to receive, modulate, and transmit information from an information provider, the information comprising an advertisement message;

a cable/mobile communication company switching device configured to receive the information from the first communications device and provide access to a communication network for the first communications device, the cable/mobile communication company switching device having an embedded circuit for demodulating the information and transmitting the information and [identification information of the first communications device] at least one of a telephone number and name of the information provider as caller ID data; and

a subscriber device configured to receive the information and the [identification information] at least one of the telephone number and name of the information provider from the first communications device through the cable/mobile communication company switching device and the communication network as caller ID data when a ring signal is generated by the cable/mobile communication company switching device to the subscriber device, the subscriber device having an embedded circuit to demodulate [and identify a sender of the information] the caller ID data, and a display unit to display the information and the at least one of the telephone number and name of the information provider.

6. (Twice Amended) A method for transmitting and receiving [a] an advertisement message using a caller ID, comprising:

(a) providing [information] an identification of at least one message recipient and [a] an advertisement message to be transmitted to the at least one message recipient, the message comprising advertising information;

(b) modulating the at least one message recipient's information, with the advertisement message and [information] identification information of a message provider, the identification information including at least one of a telephone number and a name of the message provider; and

(c) transmitting a ring signal to the at least one recipient to send [and the modulated information of the at least one message recipient,] the advertisement message[,] and the message provider identification information to the at least one message recipient [wherein the message and message provider information are transmitted] as caller ID data.

13. (Twice Amended) A method for transmitting and receiving [a] an advertisement message using a caller ID, comprising:

receiving a ring signal and a corresponding caller ID data including an advertisement message and caller information, the caller information including at least one of a telephone number and a name of the message provider, and demodulating the received advertisement message and caller information;

displaying the demodulated caller information on a display section;

displaying the [contents of the demodulated] advertisement message on the display section, and listing the displayed advertisement message contents to store the listed advertisement message contents in a memory; and

identifying the stored advertisement message contents.

18. (Twice Amended) A method for transmitting and receiving a message using a caller ID, comprising:

providing advertisement service subscriber information and an advertisement message;

modulating the advertisement service [subscribers] subscriber information and the advertisement message and sender identification information [on] identifying at least one of a telephone number and a name of a sender of the advertisement message;

transmitting a ring signal and [a corresponding] caller ID data to the advertisement service subscriber, the caller ID data including the advertisement message and the sender identification information [to service subscribers associated with the advertisement service subscriber information];

receiving the ring signal and [corresponding] the caller ID data containing the advertisement message and the sender identification information by [an] the advertisement service subscriber [corresponding to the advertisement service subscribers information,] and demodulating the received advertisement message and sender identification information; and

displaying the [demodulated calling party] sender identification information and the [contents of the demodulated] advertisement message on a display.

20. (Twice Amended) An apparatus for transmitting and receiving a message using caller ID, comprising:

an input circuit, to receive and modulate message data and an identification signal from a message sender, wherein the message data comprises an advertisement message from the message sender, and wherein the identification signal includes at least one of a telephone number and a name of the message sender;

a communications circuit, coupled to receive and demodulate the modulated message data and receive [an] the identification signal from the input circuit and generate a caller ID message including the message data and the identification signal; and

a receiving terminal, coupled [to the communications circuit] to receive the caller ID message including the [demodulated] message data and the identification signal from the communications circuit when a ring signal is received from the communications circuit.

31. (Twice Amended) A method for transmitting and receiving a message using a caller ID, comprising:

providing advertisement service subscriber information and an advertisement message by an advertisement message sender;

modulating the [inputted] advertisement service [subscribers] subscriber information and the advertisement message, and identification information [on a calling party] of the advertisement message sender, the identification information including at least one of a telephone number and a name of the advertisement message sender;

transmitting the modulated advertisement service subscribers information, the advertisement message, and [calling party] the identification information;

receiving and demodulating the transmitted advertisement service subscribers information, advertisement message, and [calling party] identification information, [and demodulating the advertisement message and identification information of the received advertisement service subscribers information, advertisement message and calling party information];

modulating the demodulated advertisement message and [calling party] identification information, and transmitting a ring signal and a corresponding caller ID data containing the modulated advertisement message and [calling party] identification information to at least one advertisement service subscriber;

receiving the transmitted ring signal and corresponding caller ID data containing the advertisement message and [calling party] identification information, and demodulating the received advertisement message and [calling party] identification information;

displaying the demodulated [calling party] identification information and the contents of the demodulated advertisement message on a display.

Clean Set of Amended Claims

CI 1. (Twice Amended) An apparatus for transmitting and receiving a message using a caller ID, comprising:

a first communications device having an embedded circuit to receive, modulate, and transmit information from an information provider, the information comprising an advertisement message;

a cable/mobile communication company switching device configured to receive the information from the first communications device and provide access to a communication network for the first communications device, the cable/mobile communication company switching device having an embedded circuit for demodulating the information and transmitting the information and at least one of a telephone number and name of the information provider as caller ID data; and

a subscriber device configured to receive the information and the at least one of the telephone number and name of the information provider from the first communications device through the cable/mobile communication company switching device and the communication network as caller ID data when a ring signal is generated by the cable/mobile communication company switching device to the subscriber device, the subscriber device having an embedded circuit to demodulate the caller ID data, and a display unit to display the information and the at least one of the telephone number and name of the information provider.

C2 6. (Twice Amended) A method for transmitting and receiving an advertisement message using a caller ID, comprising:

- (a) providing an identification of at least one message recipient and an advertisement message to be transmitted to the at least one message recipient, the message comprising advertising information;
- (b) modulating the at least one message recipient's information, with the advertisement message and identification information of a message provider, the identification information including at least one of a telephone number and a name of the message provider; and
- (c) transmitting a ring signal to the at least one recipient to send the advertisement message and the message provider identification information to the at least one message recipient as caller ID data.

C3 13. (Twice Amended) A method for transmitting and receiving an advertisement message using a caller ID, comprising:

- receiving a ring signal and a corresponding caller ID data including an advertisement message and caller information, the caller information including at least one of a telephone number and a name of the message provider, and demodulating the received advertisement message and caller information;
- displaying the demodulated caller information on a display section;

C3 displaying the advertisement message on the display section, and listing the displayed advertisement message contents to store the listed advertisement message contents in a memory; and identifying the stored advertisement message contents.

C4 18. (Twice Amended) A method for transmitting and receiving a message using a caller ID, comprising:
providing advertisement service subscriber information and an advertisement message;
modulating the advertisement service subscriber information and the advertisement message and sender identification information identifying at least one of a telephone number and a name of a sender of the advertisement message;
transmitting a ring signal and caller ID data to the advertisement service subscriber, the caller ID data including the advertisement message and the sender identification information;
receiving the ring signal and the caller ID data containing the advertisement message and the sender identification information by the advertisement service subscriber and demodulating the received advertisement message and sender identification information; and
displaying the sender identification information and the advertisement message on a display.

20. (Twice Amended) An apparatus for transmitting and receiving a message using caller ID, comprising:

C5 an input circuit, to receive and modulate message data and an identification signal from a message sender, wherein the message data comprises an advertisement message from the message sender, and wherein the identification signal includes at least one of a telephone number and a name of the message sender;

a communications circuit, coupled to receive and demodulate the modulated message data and receive the identification signal from the input circuit and generate a caller ID message including the message data and the identification signal; and

a receiving terminal, coupled to receive the caller ID message including the message data and the identification signal from the communications circuit when a ring signal is received from the communications circuit.

C6 31. (Twice Amended) A method for transmitting and receiving a message using a caller ID, comprising:

providing advertisement service subscriber information and an advertisement message by an advertisement message sender;

modulating the advertisement service subscriber information and the advertisement message, and identification information of the advertisement message sender, the identification information including at least one of a telephone number and a name of the advertisement message sender;

transmitting the modulated advertisement service subscribers information, the advertisement message, and the identification information;

receiving and demodulating the transmitted advertisement service subscribers information, advertisement message, and identification information,;

CE modulating the demodulated advertisement message and identification information, and transmitting a ring signal and a corresponding caller ID data containing the modulated advertisement message and identification information to at least one advertisement service subscriber;

receiving the transmitted ring signal and corresponding caller ID data containing the advertisement message and identification information, and demodulating the received advertisement message and identification information;

displaying the demodulated identification information and the contents of the demodulated advertisement message on a display.
